2004 Tourism Publications Now Available

Tourism, Culture and Heritage

News Releases

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A picturesque Kings County shoreline graces the cover of the 2004 Nova Scotia Doers' and Dreamers' travel guide.

Photographs of the shoreline in Halls Harbour, Kings Co., and a smaller inset picture of Grand Pre National Historic Site, are featured on the front cover of the guide now being distributed throughout North America and around the world.

The guide contains more than 3,200 listings for accommodations and campgrounds, restaurants, museums and attractions, outdoor operations and adventures, signature festivals and events, and tour operators.

"This travel guide is one of the most important parts of our tourism marketing campaigns with hundreds of thousands of copies distributed every year," said Rodney MacDonald, Minister of Tourism, Culture and Heritage. "Visitors often compliment us on this publication and refer to it as a must-have resource when planning their visit to Nova Scotia."

The front section of the guide features information and pictures on some of the province's top attractions, events and regions, along with sections on activities for the fall and winter seasons. In the back section is a new listing for regional libraries as a resource for those looking for public computer and Internet access or for those looking for genealogy information.

Throughout the guide are 10 new features entitled Legacies and Legends. These features draw attention to some of the province's top living-history attractions, where history is recreated and brought to life by animators dressed in period costume.

"The travel guide is a critical part of marketing Nova Scotia as a destination of choice," said Scott MacAulay, chair of the Nova Scotia Tourism Partnership Council. "It encourages people to stay in the province longer and also serves as a great resource for our operators."

With more and more potential visitors now exploring their vacation options by using the Internet, 650,000 copies of the travel guide have been produced this year, down from 750,000 last year.

In March, 100,000 copies of the French version, Novelle Ecosse: Du reve a l'aventure Guide touristique 2004, will be available. Additional publications including maps, a Golf Guide and a Guide

for Nature and Outdoor Lovers will soon be available to help visitors plan their vacations.

A newly designed Festivals and Events Guide is also being distributed to visitor information centres, trade shows and tourism organizations. The guide lists hundreds of community-based activities in an easy to follow layout organized by all four seasons. One hundred thousand copies of the guide have been printed for distribution.

"Festivals and events are an integral part of what tourism is all about in this province," said Nick Carson, president of the Tourism Industry Association of Nova Scotia. "They showcase the rich culture, heritage and talent we have and they provide our visitors with a wide range of choices every month of the year."

Copies of both the travel guide and the guide to festivals and events are available throughout North America by calling the Nova Scotia Information and Reservation Service at 1-800-565-0000 or through the province's official tourism website at **www.NovaScotia.com** .

Nova Scotia's billion-dollar tourism industry provides employment for more than 35,000 Nova Scotians. Tourism is also a significant export industry, with more than half of the money generated coming from outside the province.

FOR BROADCAST USE:

The latest edition of Nova Scotia's signature tourism publication is now being distributed to vacation enthusiasts around the world.

This year, the 2004 Doers' and Dreamers' Guide features Halls Harbour in Kings County, with a smaller picture of Grand Pre National Historic Site.

The guide contains thousands of listings and includes articles featuring some of the province's top living-history experiences -- where history is recreated and brought to life by animators dressed in period costume.

Tourism Minister Rodney MacDonald says the Doers' and Dreamer's Guide is one of the most important parts of the

province's tourism marketing campaigns, with hundreds of thousands of copies distributed each year.

Copies are available by calling the Nova Scotia Information and Reservation Service at 1-800-565-0000 or through the province's official tourism web site at W-W-W-dot-Nova Scotia-dot-com.

The French-language version of the guide will be available in March along with various other publications.

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